



Eesti Pagar

FROZEN TO CHILLED

Thaw & Sell cakes

UNDER YOUR BRAND



The Thaw & Sell Concept

The traditional shelf-life countdown begins the moment a cake leaves the oven. With our Thaw & Sell concept, the shelf-life countdown begins only when the product is thawed.

The Retailer Advantage

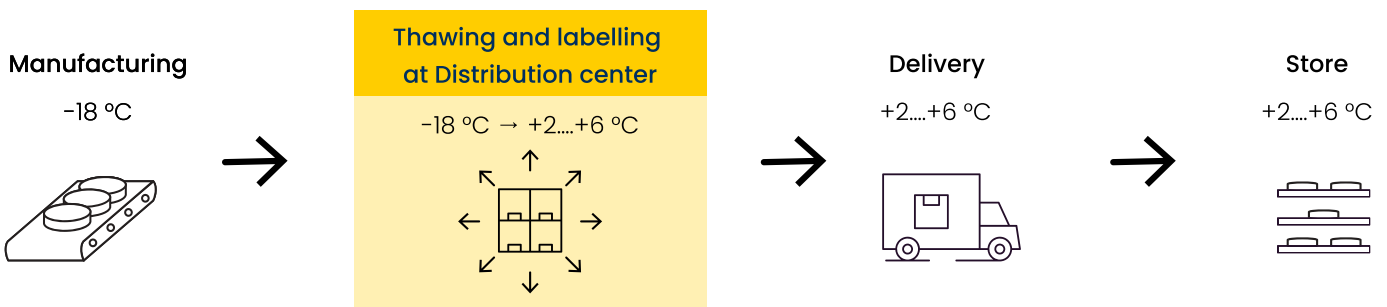


Flexible Supply Chain Integration

We have developed operational models to fit your specific distribution capabilities. Thawing is simple: transfer the products to a chilled environment (+2...+6°C) for approximately 10 hours, usually overnight.

Option 1: Handling in Distribution Center (DC)

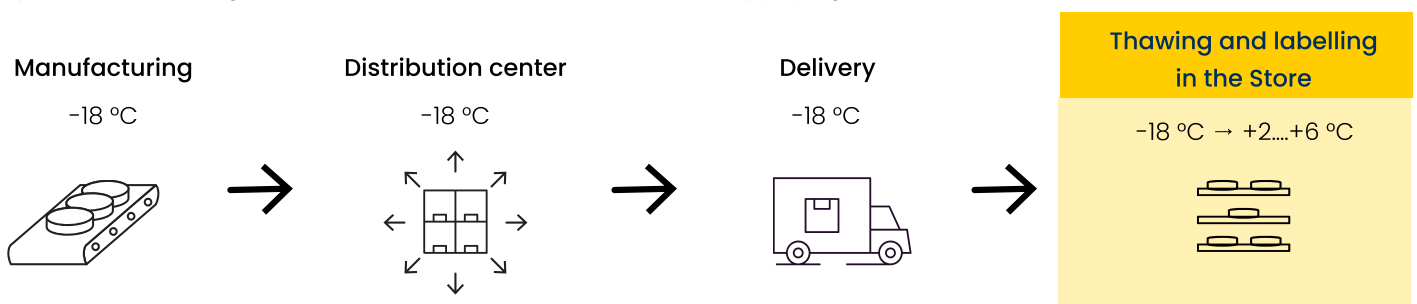
Cakes are thawed at your centralized DC based on consolidated store orders. Best Before labels are applied during the thawing phase.



The Benefit: Streamlines store operations. Products arrive at the retail location fully ready to merchandise, reducing labour hours on the shop floor.

Option 2: In-Store Handling

Cakes are delivered to stores frozen and stored in backroom freezers. Store personnel thaw specific quantities overnight based on localized daily demand, applying the Best Before labels on-site.



The Benefit: Offers ultimate inventory control. It guarantees the absolute maximum display shelf-life, completely neutralizes delivery gaps, and drives waste down to near zero.

Today's consumers expect fresh, premium bakery items for their everyday routines, but traditional bakery models often force retailers to choose between high waste and empty shelves. Our Thaw & Sell concept resolves this challenge, offering a highly profitable, scalable solution designed specifically for modern retail logistics.

By producing in large, efficient batches, we keep unit costs low. Immediately after baking, the products undergo a shock-freezing process at -36°C . This naturally locks in moisture, texture, and flavor without the need for heavy preservatives, allowing you to offer a cleaner label while maintaining peak freshness.

Household sizes are shrinking, and consumer habits are shifting toward smaller, more frequent indulgences. We have tailored our core range to meet this exact demand:

- **Optimized Sizing (200g–400g):** Perfectly portioned for individuals and small families, preventing consumer-level waste and encouraging repeat, everyday purchases rather than just special occasion buying.
- **Accessible Price Points:** Our batch-production efficiencies translate directly to a lower wholesale cost, allowing you to offer highly competitive shelf prices while protecting your category margins.



Capturing the Impulse Market with Cake Cups

To address the rapidly growing demand for solo snacking and convenience, we are introducing a highly profitable sub-category: **Cake Cups**



On-The-Go Format: Packaged for individual consumption, anytime and anywhere.

New Daypart Sales: Perfect for lunchbox additions, mid-day office treats, or immediate consumption.

High Impulse Conversion: Designed for secondary placements, such as grab-and-go chillers or checkout perimeters, driving incremental bakery sales outside the traditional aisle.



Cake cups



Red Velvet cake cup 110 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

Fluffy red velvet crumbs layered with light cream cheese cream create a tender bite with a smooth, lightly tangy finish. A refined dessert, ready to enjoy in a cup.



Chocolate cake cup 100 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

Layers of rich chocolate sponge and silky milk chocolate mousse, subtly infused with brandy, topped with dark chocolate flakes that add a bold, slightly bitter finish.



Passion fruit cake cup 120 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

Crushed caramel sponge topped with airy passion fruit cream and finished with a glossy mango-passion fruit jelly. Bright, exotic, and refreshingly zesty.



**Raspberry-Passion fruit
cake cup 120 g**

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

Golden caramel sponge crumbs layered with silky passion fruit-mango cream, topped with a tangy raspberry jelly. A bright, perfectly balanced tropical-berry delight.



**Cherry-Napoleon cake cup
130 g**

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

Modern twist on the classic Napoleon cake, served in a cup. Layers of delicate puff pastry and rich vanilla cream are balanced with a hint of cherry filling. Finished with softly crumbled pastry.

Small plate cakes



Honey cake 350 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Traditional multi-layered biscuit cake with rich honey and sour cream filling.



Forest moss cake 300 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	5 days

Sour cream together with whipping mix between green spinach sponges. The middle layer is enriched with raspberries. The surface is covered with biscuit crumbs and decorative red orange sprinkles.



Britta cake 300 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	4 days

Cake with two sponge layers and one layer of strawberry flavoured cream made of whipping cream and sour cream, with added raspberries. Cake is covered with airy meringue and decorated with powdered sugar.



Napoleon cake 400 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Multi-layer puff pastry cake with vanilla flavoured custard cream and cranberry jam.



Britta cake

Small plate cakes



Passion fruit cake 350 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Double layer cream cake with passion fruit puree. The cake is covered with passion fruit jelly and decorated with passion fruit seeds.



Blueberry cake 340 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	5 days

Soft and juicy blueberry cake with two creams. Purple sponge coloured with plant extracts, filled with blueberry yoghurt, sour cream and whipped cream. Cake is covered with blueberries, blueberry puree and jelly.



Lemon-lime cake 350 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	5 days

Soft cake base with sour cream and lemon cream, filled with a tangy lemon center. Finished with lime zest and lime jelly topping.



Apricot cake 310 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	4 days

A light sponge base topped with a layer of white curd cream and a hint of apricot-flavored curd cream. Finished with a smooth apricot jelly topping.



Lemon-lime cake

Small plate cakes



Chocolate cake 250 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Chocolate cake on a sponge base with chocolate cream filling. On the surface covered with dark chocolate and crispy cookie pieces.



Capital cake 350 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	5 days

Double layer cake of dark cocoa kefir sponge, between layers rich sour cream filling, surface covered with chocolate flavoured dark glaze.



Brownie cake 300 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Pound cake style brownie cake, covered with chocolate glaze.



Cappuccino cake 220 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Coffee mousse between cocoa sponge bases and vanilla-flavored whipped cream on top. Decorated with chocolate truffle stripes, milk chocolate pieces and powdered sugar.



Brownie cake

Small plate cakes



Strawberry cake 380 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	14 days

Two cake bases combined with apple filling. Cake is covered with vanilla flavoured cream, strawberry pieces and red jelly.



Raspberry-blueberry cake 380 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	14 days

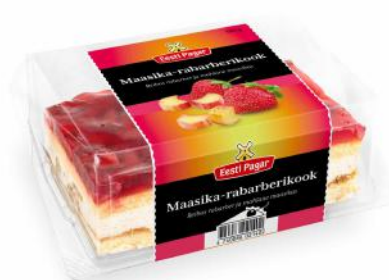
Two cake bases combined with apple filling, covered with vanilla flavoured cream, raspberries and blueberries and red jelly.



Strawberry cream cake 300 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Light sponge bases with lactose free whipped cream in between. Cake is covered with strawberry slices and red jelly.



Strawberry and rhubarb cake 320 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	5 days

Soft and juicy cake with rhubarb pieces and whipped cream between sponge bases. Cake is topped with strawberry slices and red jelly.



Strawberry cream cake

Small plate cakes



Carrot cake 300 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Spicy and juicy carrot cake, covered with cream cheese and cream layer.



Rhubarb cake 230 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Sweet and sour baked pound cake covered with rhubarb filling and rhubarb pieces. Covered with crumble.



Apple cake 230 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Baked pound cake covered with apple pieces and vanilla flavoured filling. Decorated with crumble.



Apple lingonberry cake
200 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Baked pound cake, covered with apple pieces and tart lingonberries, seasoned with sugar and cinnamon sprinkles. Powdered sugar for decoration. This cake does not contain animal ingredients and is suitable for vegans.



Eesti Pagar
Rabarberikook
Magushapu rabarberimalus

Eesti Pagar

LAKTOOSI-VABA

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Rhubarb cake

Many wholesale companies and retail chains all over the world have chosen us as a reliable partner for production of frozen bakery products under their Private Brands.

PRIVATE LABEL

General Private Label conditions:

- Minimum production batch starts just from 5 pallets/SKU (1200 cakes).
- Minimum package label/ wrapper print run starts with 10 000 units/SKU. Printed labels or wrappers should be used within 1 year period.
- Cost of printing plates and unused packaging material to be covered by Private Label owner.



Create your own cake range in 3 easy steps

Step 1: Select from our delicious flavor options.



Step 2: Select your preferred plastic packaging from two 100% recyclable options. Customize your product look with a label or wrapper that fits your brand identity.



Step 3: Decide which box model best fits your logistics needs: Open box for fast-moving items, offering easy handling and quick shelf placement. Closed box provides added protection for longer transportation and storage cycles.



4 CUs per box
160 boxes per pallet
pallet height = 1,75m



9 CUs per box
88 boxes per pallet
pallet height = 2,00m

Your product line is ready!

Large plate cakes



Honey cake 1000 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Traditional multi-layered biscuit cake with rich honey and sour cream filling.



Capital cake 1100 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	5 days

Double-layer dark biscuit cake with rich kefir and sour cream filling. The top surface is covered with a dark glaze.



Napoleon cake 1200 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Classic delicacy made of very thin and flaky puff pastry layers, enriched with cranberry jam and delicious custard cream between the layers. Melts in your mouth!



Passion fruit cake 1000 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Double layer cream cake with passion fruit puree. The cake is covered with passion fruit jelly and decorated with passion fruit seeds.



Strawberry cream cake 900 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Light sponge bases with lactose free whipped cream in between. Cake is covered with strawberry slices and red jelly.



Raspberry cake 650 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Light biscuit-flavoured sour cream filling and airy pink raspberry mousse on a sponge cake base coloured with plant extracts. Topped with cranberry powder.



Raspberry cake

Swiss rolls



Chocolate swiss roll 350 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	7 days

Swiss roll made of dark cocoa sponge and filled with light brown cocoa creme. Decorated with dark glaze stripes.



Raspberry swiss roll 300 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

Raspberry swiss roll purple sponge is coloured with plant extracts. The sour cream and whipped cream filling is flavoured with raspberry jam and freeze-dried raspberries. Roll is decorated with pink glaze stripes.



Cranberry swiss roll 300 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	7 days

Swiss roll filled with airy cranberry creme. Surface covered with white vanilla glaze stripes.



Cheesecake roll 350g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	4 days

A sponge roll filled with creamy curd filling, topped with a sprinkle of powdered sugar.



Chocolate swiss roll

Round cakes



Caramel cake 600 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

Three lactose free sponge bases is layered with toffee filling and vanilla flavored whipped cream. The cake is covered with toffee and the edge is decorated with whipped cream rosettes.



Strawberry curd cake
730 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

Two cocoa sponge bases and one light sponge base, layered with strawberry curd cream and strawberry jam. Coated with strawberry jelly and decorated with whipped cream rosettes. The side of the cake is covered with chocolate chips.



Curd cake 830 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

Vanilla curd cream added between three sponge bases. A dark glaze is drizzled on the bottom. Side covered with chocolate flakes. The cake is decorated with curd cream and glaze chips.



Curd cake

Small round cakes

NEW
format
Ø14 cm!



Dubai cake 510 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

Golden shortcrust base with a crisp pistachio-kataifi layer and light sponge. Finished with silky white chocolate and pistachio whipped cream, a dark chocolate glaze, bronze pearls, and pistachio-coated kataifi for a luxurious finish.



Lingonberry-cream cheese cake 460 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

Crunchy digestive biscuit base, creamy cheese filling with whipped cream and lingonberry purée, topped with crisp white chocolate, pink rosettes, dried raspberries, and glaze triangles – a delightful treat in every bite.



Chocolate mousse cake 430 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

Rich cocoa pound cake with silky milk chocolate and airy white chocolate mousse, topped with dark glaze, crisp pearls, and a white chocolate drizzle - a chocolate lover's dream come true.



Red velvet cake 540 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

A perfect harmony of rich red velvet layers and tangy cream cheese mousse, fully coated in vibrant red crumbs and finished with a delicate white decoration for a romantic touch.



Dubai cake

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